



WDAF-TV

ORDER

Print Date 10/29/12

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Flight Dates 10/16/12-10/29/12

Contract / Revision 583436 /

Original Date / Revision
10/29/12 10/29/12

Advertiser Senate Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MAJORITY PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2093

Alt Order # 09844674

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS GEN

Product Codes PL1Gc, PL2C

Priority 1

Advertiser Ref

Order Share 22% Market Value 318727

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	22%	70120
KCWE	%	0
KMBC	31%	98805
KMCI	%	0
KPXE	%	0
KSHB	25%	79681
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	62	\$51,527.00	\$60,620.00	0.00
November 2012	4	\$8,075.00	\$9,500.00	0.00
Totals	66	\$59,602.00	\$70,120.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	62	\$51,527.00	\$60,620.00
10/29/12	10/29/12	4	\$8,075.00	\$9,500.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	4	10/16/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00 NM	4	\$3,300.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					2	\$825.00		0.00		
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$825.00		0.00		
2	4	10/16/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00 NM	4	\$3,300.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12		10/15/12	10/21/12	-TWTF--					2	\$825.00		0.00		
Week: 10/22/12		10/22/12	10/28/12	-TWTF--					2	\$825.00		0.00		
3	4	10/20/12	10/27/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$800.00	1	0.00 NM	2	\$1,600.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	4	10/16/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
13	4	10/16/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
14	4	10/16/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	2	\$1,440.00	1	0.00	NM	4	\$5,760.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,440.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,440.00		0.00			
16	4	10/29/12	10/29/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	0	\$0.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/29/12-11/04/12		Monday Prime A		7p-8p	M-----	:30		(\$3,300.00)		0.00	NM		
Credited															
17	4	10/29/12	10/29/12	Monday Prime Rotator FOX Prime Monday	CM-All	7p-9p	M-----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00			
20	4	10/23/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T--F--	:30	2	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T--F--					2	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	4	10/22/12-10/28/12		M-F 9-10p		9-930p	(9:00 PM-9:30 PM)-T--F--	:30		(\$1,800.00)		0.00	NM		
Credited															
21	4	10/16/12	10/26/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-TWTF--	:30	2	\$1,800.00	1	0.00	NM	4	\$7,200.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,800.00		0.00			
22	4	10/21/12	10/28/12	SU 1102-1132P Su 1102-1132p	CM-All	1102-1132p	-----S	:30	1	\$200.00	2	0.00	NM	2	\$400.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **583436** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **Senate Majority PAC**

Product **MAJORITY PAC**

Estimate # **2093**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	4	10/21/12	10/21/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$100.00	2	0.00	NM	1	\$100.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$100.00		0.00			
24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$60.00		0.00			
26	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00
WORLD SERIES #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$2,300.00		0.00			
27	4	10/22/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$500.00		0.00			
Week:		10/29/12	11/04/12	M-----		1				\$500.00		0.00			
28	4	10/22/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		M-F 9-10p		9-930p	(9:00 PM-9:30 PM)-----	:30		(\$1,800.00)		0.00	NM		
Credited															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	10/29/12-11/04/12		M-F 9-10p		9-930p	(9:00 PM-9:30 PM)-----	:30		(\$1,800.00)		0.00	NM		
Credited															
29	4	10/27/12	10/27/12	World Series World Series on FOX	CM-All	7p-CC	-----S-	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		2				\$2,300.00		0.00			
30	4	10/28/12	10/28/12	World Series World Series on FOX	CM-All	7p-CC	-----S	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		2				\$2,300.00		0.00			
31	4	10/22/12	10/26/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	MTWTF--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
FOX 4 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$1,000.00		0.00			
33	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	2	\$375.00	2	0.00	NM	2	\$750.00
FOX 4 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		2				\$375.00		0.00			

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